

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

BRM2034 – RESEARCH METHODOLOGY

(All sections / Groups)

11 MARCH 2020
2.30p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS:

1. This question paper consists of 3 pages (inclusive of the cover page) with 4 Questions only.
2. **Answer ALL questions.** All questions carry equal marks and the distribution of the marks for each question is given.
3. Write your answers in the **Answer Booklet** provided.

Question 1 [25 Marks]

- a) Both inductive and deductive process are often used in academic research. Explain these two processes with relevant research examples. (16 marks)
- b) Provide one example of applied research in the area of absenteeism in business. (4 marks)
- c) "Objectivity" is one of the important hallmarks of scientific research. Explain. (5 marks)

Question 2 [25 Marks]

Knowledge sharing has been the focus of research within organizations, yet very few studies have been conducted on the influence of knowledge sharing self-efficacy and cultural factors on individuals' knowledge sharing behavior. Given the unique social and cultural aspects of the Chinese community, this study aimed to examine the relationship between the internet self-efficacy, computer self-efficacy, cultural factors and knowledge sharing behavior among the Chinese. Data were collected from 135 Chinese students studying in Malaysian universities. This study included three variables relating to knowledge sharing self-efficacy (i.e., internet self-efficacy, beginning-level computer self-efficacy, and advanced-level computer self-efficacy) and three variables relating to cultural factors (that is, face saving, face-gaining and guanxi). Results from the multiple regression analysis showed that advanced level computer self-efficacy, face-gaining and guanxi were found to have significant and positive relationships with knowledge sharing behavior. Face-saving was reported to have a significant and negative relationship with knowledge sharing behavior. This research and its findings had resulted in both theoretical contribution and practical implications.

Source:

Teh PL, Chong CW, Yong CC, Yew SY (2010) Internet self-efficacy, computer self-efficacy and cultural factors on knowledge sharing behavior, African Journal of Business Management Vol. 4(18), pp. 4086-4095.

- a) Based on the abstract above, construct a framework that consists of all the relevant factors. (8 marks)
- b) Write TWO (2) hypothesis statements for the above. (6 marks)
- c) What would be the possible problem in this research study? (3 marks)
- d) What would be the most appropriate unit of analysis in this research study? Justify your answer. (3 marks)
- e) Suggest a suitable data collection method for this research study. Justify your answer. (5 marks)

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Question 3 [25 Marks]

- a) What is descriptive type of research question? Provide one research example. (5 marks)
- b) What are the differences between cross-sectional study and longitudinal study? Explain with relevant examples. (8 marks)
- c) Identify FOUR (4) advantages and FOUR (4) disadvantages of personal interview. (8 marks)
- d) Researcher should avoid “double-barreled” questions in designing a questionnaire. Explain the meaning of “double-barreled” question with one relevant example. (4 marks)

Question 4 [25 Marks]

- a) What is operationalization? Explain when operationalization is necessary in measurement of variables. Provide an example. (10 marks)
- b) Illustrate one research example with ordinal scaling with clear instruction. (5 marks)
- c) Why is sampling required in a research process? Illustrate one example of probability sampling method and one example of non-probability sampling method. (10 marks)

End of page.